CLAIMS:

We claim:

1   1.   A method for broadcast advertising to a mobile communication device,

2 comprising the steps of:

3   storing acceptance data in the communication device;

4   receiving by the communication device a broadcast advertisement containing

5 advertisement data; and

6   comparing the advertisement data to the acceptance data to obtain a comparison

7 result.

1   2.   The method of claim 1, wherein the broadcast advertisement is received by

2 the communication device through a wireless communication channel.

1   3.   The method of claim 2, wherein the broadcast advertisement is received by

2 the communication device through one of: a radio transmission, a television transmission, a

3 Bluetooth signal, and an infrared signal.

1   4.   The method of claim 1, wherein the broadcast advertisement is received by

2 the communication device from one of: a billboard and a storefront.

1   5.   The method of claim 1, wherein the acceptance data comprises preferences for

2 accepting broadcast advertisements specified by a user of the communication device.

1   6.   The method of claim 1, further comprising the step of modifying the

2   acceptance data by integrating entries from a personal information manager.

1   7.   The method of claim 1, further comprising the step of displaying the broadcast

2   advertisement on the communication device based on the comparison result.

1   8.   The method of claim 1, further comprising the step of storing the broadcast

2   advertisement on the communication device based on the comparison result.

1   9.   The method of claim 8, further comprising the steps of:

2   reading deletion data in a stored advertisement, wherein the deletion data indicates

3   criteria for deleting the stored advertisement; and

4   deleting the stored advertisement from the communication device based on the

5   deletion data.

1   10.   The method of claim 1, further comprising the step of outputting a notification

2   signal to a user of the communication device.

1   11.   The method of claim 1, further comprising the step of sending an indicator

2   signal to a source of the broadcast advertisement, wherein the indicator signal notifies the

3   source that the communication device is within a broadcast range of the broadcast

4   advertisement.

1   12.   The method of claim 1, further comprising the step of communicating through

2   the communication device with a wireless positioning system.

1   13.   The method of claim 12, wherein the wireless positioning system is GPS.

1   14.   A method for broadcast advertising to a mobile communication device,

2   comprising the steps of:

3   receiving by the communication device one or more broadcast advertisements; and

4   selecting at least one of the received advertisements based on preferences for

5   selecting advertisements specified by a user of the communication device.

1   15.   The method of claim 14, wherein the broadcast advertisements are received

2   from a transmitter when the communication device is within a broadcast range of the

3   transmitter.

1   16.   The method of claim 14, wherein the broadcast advertisements are received

2   from a local transmitter by the communication device through a wireless communication

3   channel.

1   17.   The method of claim 14, further comprising the step of modifying the

2   preferences for selecting advertisements specified by the user of the communication device

3   by integrating entries from a personal information manager.

1   18.   The method of claim 14, further comprising the step of displaying the selected

2 broadcast advertisements to the user of the communication device.

1   19.   A mobile communication device, comprising:

2   memory;

3   logic for storing acceptance data on the memory;

4   logic for receiving a broadcast advertisement containing advertisement data; and

5   logic for comparing the advertisement data to the acceptance data to obtain a

6 comparison result.

1   20.   The mobile communication device of claim 19, wherein the logic for

2 receiving the broadcast advertisement is capable of receiving the broadcast advertisement

3 through a wireless communication channel.

1   21.   The mobile communication device of claim 20, wherein the logic for

2 receiving the broadcast advertisement is capable of receiving the broadcast advertisement

3 through one of: a radio transmission, a television transmission, a Bluetooth signal, and an

4 infrared signal.

1   22.   The mobile communication device of claim 19, wherein the acceptance data

2 comprises preferences for accepting broadcast advertisements specified by a user of the

3 communication device.

1   23.   The mobile communication device of claim 19, further comprising logic for

2   modifying the acceptance data by integrating entries from a personal information manager.

1   24.   The mobile communication device of claim 19, further comprising:

2   a display; and

3   logic for displaying the broadcast advertisement on the display based on the

4   comparison result.

1   25.   The mobile communication device of claim 19, further comprising logic for

2   storing the broadcast advertisement on the memory based on the comparison result.

1   26.   The mobile communication device of claim 19, further comprising logic for

2   communicating with a wireless positioning system.

1   27.   The mobile communication device of claim 26, wherein the wireless

2   positioning system is GPS.

1   28.   A system for broadcast advertising to a mobile communication device,

2   comprising:

3   logic for receiving acceptance data from the communication device;

4   logic for selecting one or more advertisements based on the received acceptance data;

5   and

6   logic for broadcasting the selected advertisements to the communication device.

1   29.   The system of claim 28, further comprising logic for detecting whether the

2   communication device is within a broadcast range, and further wherein the logic for

3   broadcasting the selected advertisements is capable of broadcasting the selected

4   advertisements to the communication device upon detecting that the communication device is

5   within the broadcast range.

1   30.   The system of claim 28, wherein the logic for broadcasting the selected

2   advertisements is capable of broadcasting the selected advertisements to the communication

3   device through a wireless communication channel.

1   31.   The system of claim 28, wherein the acceptance data comprises preferences

2   for accepting broadcast advertisements specified by a user of the communication device.

1   32.   The system of claim 28, further comprising logic for communicating with a

2   wireless communication channel.

1   33.   A system for broadcast advertising, comprising:

2   a mobile communication device capable of storing acceptance data thereon; and

3   an advertisement broadcasting system capable of transmitting one or more broadcast

4   advertisements to the mobile communication device;

5   wherein the mobile communication device is capable of receiving the broadcast

6   advertisements from the advertisement broadcasting system and selecting at least one of the

7   broadcast advertisements based on the acceptance data.

1   34.   The system of claim 33, wherein the advertisement broadcasting system is

2   capable of detecting whether the mobile communication device is within a broadcast range,

3   and further wherein the advertisement broadcasting system is capable of transmitting the

4   broadcast advertisements to the mobile communication device upon detecting that the mobile

5   communication device is within the broadcast range.

1   35.   The system of claim 33, wherein the advertisement broadcasting system is

2   capable of transmitting, and the mobile communication device is capable of receiving, the

3   broadcast advertisements through a wireless communication channel.

1   36.   The system of claim 33, wherein the acceptance data comprises preferences

2   for accepting broadcast advertisements specified by a user of the mobile communication

3   device.

1   37.   The system of claim 33, wherein the mobile communication device and the

2   advertisement broadcasting system are capable of communicating with a wireless positioning

3   system.